

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Electoral Rolls – Summary Revision of Electoral Rolls with reference to 01-01-2011 – Payment of bill of Rs.14,56,950,- to M/s Apple Advertising & Marketing Private Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in Daily A.P. Editions of Andhra Jyothi and Hindi Milap on 29-10-2010 – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 5554

Dated: 15-11-2010

Read the following:-

1. Govt.Memo.No.13023/371/BG.III/2010, dt:26-05-2010 of Finance (BG.III) Department.
2. G.O.Rt.No.4335, Fin. (BG-III) Dept., dt: 13-10-2010.
3. G.A. (Elecs.E) Dept. Lr.No.3134/Elecs.E/A2/2010-8, dt:26-10-2010.
4. From M/s Apple Advertising & Marketing Pvt. Ltd, Hyderabad Bill No. 253/Ec/10-11, dt:29-10-2010.

ORDER:

In the letter 3rd read above, the General Administration (Election.E) Department have requested M/s Apple Advertising & Marketing Private Limited, Hyderabad to insert the advertisement in daily news papers in A.P. Editions of Andhra Jyothi and Hindi Milap on 29-10-2010 and submit the bills as per I & PR approved rates for making payment. Accordingly, the Agency has inserted advertisement in the said daily news papers on 29-10-2010.

2. M/s Apple Advertising & Marketing Private Limited, Hyderabad in the reference 3rd read above has submitted bill for an amount of Rs.14,79,460/- as advertisement charges for payment as detailed below:

Andhra Jyothi Telugu Daily, AP Editions		
dt:29-10-2010		
(33Cm X 25 Cms = 825 Sq.Cm.)		
Rate of Rs. 1,500 /- per Sq. Cm.)	--	Rs.12,37,500-00
Hindi Milap, Hindi Daily, AP Editions		
dt:29-10-2010		
(33Cm X 25 Cms = 825 Sq.Cm.)		
Rate of Rs. 266 /- per Sq. Cm.)		<u>Rs. 2,19,450-00</u>
Total Amount		Rs.14,56,950-00
Add Service Tax 1.545%	--	<u>Rs. 22,510-00</u>
Grand Total		<u>Rs.14,79,460-00</u>

(Contd..2..)

3. After careful examination, Government hereby accord sanction for payment of **Rs.14,56,950/- (Rupees Fourteen lakhs fifty six thousand nine hundred and fifty only)** to M/s Apple Advertising & Marketing Private Limited, Hyderabad towards the cost of Press Advertisement regarding in Awareness and Publicity Campaign in daily news papers in A.P. Editions of Andhra Jyothi and Hindi Milap on 29-10-2010.

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 108 Issue of Photo Identity Cards to Voters – SH (04) Photo Identity Cards to Voters – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the funds provided vide G.O. 2nd read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above, obtain a cheque in favour of **“M/s Apple Advertising & Marketing Private Limited, Hyderabad”** and forward the same to this Department for taking necessary further action.

6. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 1st read above.

7. M/s Apple Advertising & Marketing Private Limited, Hyderabad shall pay the Service Tax directly to the Government.

8. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL
CHIEF ELECTORAL OFFICER & E.O.
PRINCIPAL SECRETARY TO GOVERNMENT

To
M/s Apple Advertising & Marketing Private Limited, #7-84, 1st Floor, Scientist Colony,
Indian Oil Opp. Lane, Habsiguda, Hyderabad-500 007.

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

Finance (Expr.GAD.I/ BG.III) Department.

SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER